

## Marko Ampuja: Media Commercialization and the Challenges of Media Studies

The article examines the challenges that the commercialization of media poses for media studies. It starts with the following claim: during the last couple of decades media studies and the development of media have largely followed their own separate paths. At the time when the media has become more and more commercialized, media studies has neglected critical economical considerations of the media. The 1980's and 1990's witnessed a shift from economical-structural explanations of society and culture to questions dealing with agency and the ways in which the language and discourses construct the world. The recent trend in media studies has put an emphasis on the relativity of economic structures and the capacity of the subjects to act independent of them. Against this the article argues that the re-introduction of economic-structural explanations are required to meet the challenges posed by the current trend of media commercialization. As an example of these type of explanations the article takes a look at the study of the political economy of media: the current status of the political economy of the media, the critique that it has faced and the viewpoints that it offers for critical examination of latest media developments.

## Anssi Männistö: Islam and Global Communication

This article tries to clarify what sort of challenges and opportunities does the new information and communication technologies – most of all the Internet – give to the global news reporting. Basic question raised is, whether the incidents in other civilisations are covered differently in traditional media - which is local or regional by nature – than in web-media, which from the starting point has potentially a global audience. One hypothesis is, that the news coverage in the Internet is less provocative and more adjusting by nature. As an example I will analyze the ways Islam and Muslims are represented in traditional and new Western media.

